

Merchandise and Packaging Dept  
Coles Supermarkets  
PO Box 480  
Glen Iris VIC 3146

6 June 2011

To Whom It May Concern;

**Ref: Packaging on Coles Smart Buy product range**

I refer to the enclosed packaging for some of the products in the Coles Smart Buy range.

I have been a Coles shopper for many years however I have become increasingly concerned about the excess packaging for many products in your supermarkets.

As an example; the potatoes in the Coles Smart Buy range need not be packaged in plastic - a paper bag or BIO-degradable alternative is far more appropriate given the amount of waste Coles supermarkets is already responsible for producing. Mushrooms are sold free form & paper bags are offered for collection. Why can paper bags not be offered for ALL fruit and vege in Coles supermarkets?

Also, the fruit filled snack bars within the Coles Smart Buy range that have been individually packaged could easily be re-packaged either in one BIO-degradable bag or in a BIO-degradable plastic alternative that will break down in landfill causing no harm to the environment.

As I take my environmental responsibilities very seriously, I have no alternative but to shop elsewhere or return all non recyclable and non-BIO-degradable packaging to Coles so you are aware just how much waste you are responsible for creating in this beautiful country of ours.

I sincerely hope that Coles wakes up and starts moving with the times by providing better, more environmentally responsible packaging alternatives for ALL its Smart Buy products. Else 100 years from now it will be as evident as it is today that Coles does not consider the environment of any importance.

Your sincerely,

LJ Forrest  
Concerned Coles Shopper